

WUSA

## ORDER

Print Date 02/08/12

Page 1 of 4



Flight Dates 02/09/12-02/15/12

<u>Contract / Revision</u>	655033 /	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>		<u>Agency Com</u>	<u>Estimate #</u>	209215
02/08/12	02/08/12	15%	<u>Alt Order #</u>	06001899
		<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	US Chamber of Commerce		<u>Order Type</u>	GENERAL
		10755 Scripps Poway Pkwy, Suite 5	<u>Billing Cycle</u>	EOM/EOC
		San Diego, CA 92131	<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	Del Cielo Media/ POL		<u>Demographic</u>	A35+
<u>Buying Contact</u>		<u>Sales Office</u>	<u>Rev Codes</u>	AGY GEN POL
10755 Scripps Poway Pkwy, Suite 5		<u>Sales Region</u>	<u>Product Codes</u>	IS-Issue/Non, IS-Issue/Ballot
San Diego, CA 92131		<u>Agency Ref</u>	<u>Priority</u>	P-5
			<u>Advertiser Ref</u>	

Primary Account Executive

Alex Lavin

Account Executive	Order%	Start Date	End Date
Alex Lavin	100%		

Order Share 25% Market Value 162700

Competing Station	% of Order	Amount
CABLE	5%	8135
UNKWN	%	0
WBDC	%	0
WDCA	%	0
WJLA	25%	40675
WMDO	%	0
WPXW	%	0
WRC	35%	56945
WTG	10%	16270
WWPX	%	0

Order TotalsBilling Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
February 2012	30	\$34,573.75	\$40,675.00	59.50	01/30/12	02/15/12	30	\$34,573.75	\$40,675.00
Totals	30	\$34,573.75	\$40,675.00	59.50					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	02/09/12	02/09/12	9 News @ Noon	CM	12-1230P	---T---	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
				9 News @ Noon		(12:00 PM-12:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/06/12	02/12/12	---T---		1	\$600.00			2.20					
E 2	WUSA	02/10/12	02/10/12	9 News @ Noon	CM	12-1230P	----F--	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
				9 News @ Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/06/12	02/12/12	----F--		1	\$600.00			2.20					
E 3	WUSA	02/13/12	02/13/12	9 News @ Noon	CM	12-1230P	M-----	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
				9 News @ Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	M-----		1	\$600.00			2.20					

**WUSA**



Cont

**655033**

**Flight Dates** 02/09/12-02/15/12

## Hiatus Dates

Original Date / Revision 02/08/12 / 02/08/12

Order Sep 00:15:00

**Advertiser** US Chamber of Commerce **Product** US CHAMBER OF COMMERCE **Estimate #** 209215



Contract / Revision 655033 Flight Dates 02/09/12-02/15/12 Hiatus Dates

Original Date / Revision 02/08/12/ 02/08/12 Order Sep 00:15:00

Advertiser US Chamber of Commerce Product US CHAMBER OF COMMERCE Estimate # 209215

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	<u>Totals</u>		
													Spots	Amount	
E 16	WUSA	02/12/12	02/12/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$18,000.00	P-3	1.30	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 02/06/12	02/12/12	-----S		1	\$18,000.00								
E 17	WUSA	02/09/12	02/09/12	9 News @ 5p 9 News @ 5p	CM	5-6p	---T---	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 02/06/12	02/12/12	---T---		1	\$500.00								
E 18	WUSA	02/10/12	02/10/12	9 News @ 5p 9 News @ 5p	CM	5-6p	----F--	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 02/06/12	02/12/12	----F--		1	\$500.00								
E 19	WUSA	02/13/12	02/13/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 02/13/12	02/19/12	M-----		1	\$500.00								
E 20	WUSA	02/15/12	02/15/12	9 News @ 5p 9 News @ 5p	CM	5-6p	--W----	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 02/13/12	02/19/12	--W----		1	\$500.00								
E 21	WUSA	02/11/12	02/11/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	1	\$350.00	P-3	2.10	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 02/06/12	02/12/12	-----S-		1	\$350.00								
E 22	WUSA	02/12/12	02/12/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	1	\$800.00	P-2	11.80	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 02/06/12	02/12/12	-----S		1	\$800.00								
E 23	WUSA	02/09/12	02/09/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	---T---	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 02/06/12	02/12/12	---T---		1	\$1,800.00								
E 24	WUSA	02/10/12	02/10/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	----F--	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 02/06/12	02/12/12	----F--		1	\$1,800.00								
E 25	WUSA	02/11/12	02/11/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 02/06/12	02/12/12	-----S-		1	\$1,800.00								
E 26	WUSA	02/12/12	02/12/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 02/06/12	02/12/12	-----S		1	\$1,800.00								
E 27	WUSA	02/13/12	02/13/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-----	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 02/13/12	02/19/12	M-----		1	\$1,800.00								
E 28	WUSA	02/14/12	02/14/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-T-----	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 02/13/12	02/19/12	M-----		1	\$1,800.00								

**WUSA**



**Contract / Revision** **655033** **Flight Dates** **02/09/12-02/15/12** **Hiatus Dates**

**Original Date / Revision** 02/08/12/ 02/08/12 **Order Sep** 00:15:00

**Advertiser** **US Chamber of Commerce** **Product** **US CHAMBER OF COMMERCE Estimate #** **209215**





REP: TELL# 323 634-8029 FAX# 323/935-9495  
 CREDIT ADVISORY: AGENCY CREDIT RISK :!  
 ORDER WORKSHEET HARRIS RPT. FROM REP FEB 8/12 12.38  
 \*\*\* WUSA-TV \*\*\*

REP HEADLINE# 6001899

<u>BS</u>	<u>REP</u>	<u>BEGIN</u>	<u>END</u>	<u>BEGIN</u>	<u>END</u>	<u>CLS</u>	<u>SEC</u>	<u>PLAN</u>	<u>PRICE</u>	<u>SPT</u>	<u>STATION</u>	<u>STS</u>
<u>LN#</u>	<u>CD</u>	<u>TIME</u>	<u>TIME</u>	<u>PTRN</u>	<u>LNTH</u>	<u>DATE</u>	<u>DATE</u>	<u>13/</u>	<u>14/</u>	<u>/WK</u>	<u>CD</u>	<u>SC#</u>
								<u>16/</u>			<u>CD</u>	<u>SC#</u>
13	MON	700A-900A				30	02/13	02/13			1	\$225.00
	PROGRAM : RA35+	EARLY SHOW									1	\$225.00
		0 . 8									1	\$225.00
14	TUE	700A-900A				30	02/14	02/14			1	\$225.00
	PROGRAM : RA35+	EARLY SHOW									1	\$225.00
		0 . 8									1	\$225.00
15	WED	700A-900A				30	02/15	02/15			1	\$225.00
	PROGRAM : RA35+	EARLY SHOW									1	\$225.00
		0 . 8									1	\$225.00
16	SUN	1030A-1100A				30	02/12	02/12			1	18000.00 P3
	PROGRAM : RA35+	FACE THE NATION									1	18000.00 P3
		1 . 3									1	18000.00 P3
17	THU	500P-600P				30	02/09	02/09			1	\$500.00 P3
	PROGRAM : RA35+	NEWS									1	\$500.00 P3
		1 . 4									1	\$500.00 P3
18	FRI	500P-600P				30	02/10	02/10			1	\$500.00 P3
	PROGRAM : RA35+	NEWS									1	\$500.00 P3
		1 . 4									1	\$500.00 P3
19	MON	500P-600P				30	02/13	02/13			1	\$500.00 P3
	PROGRAM : RA35+	NEWS									1	\$500.00 P3
		1 . 4									1	\$500.00 P3
20	WED	500P-600P				30	02/15	02/15			1	\$500.00 P3
	PROGRAM : RA35+	NEWS									1	\$500.00 P3
		1 . 4									1	\$500.00 P3
21	SAT	600P-630P				30	02/11	02/11			1	\$350.00 P3
	PROGRAM : RA35+	NEWS									1	\$350.00 P3
		2 . 1									1	\$350.00 P3
22	SUN	630P-700P				30	02/12	02/12			1	\$800.00 P2
	PROGRAM : RA35+	NEWS									1	\$800.00 P2
		11 . 8									1	\$800.00 P2

REP: TEL# 323 634-8029

FAX# 323/935-9495

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS RPT. FROM REP

FEB8/12 12.38

\*\*\* WUSA-TV \*\*\*

REP HEADLINE# 6001899

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	CD SC#	STS 23/	SPOT /LIN
23		THU		1100P-1135P			30	02/09	02/09					1	\$1,800.00	P3		1	
				PROGRAM : NEWS															
				RA35+ : 2.4															
24		FRI		1100P-1135P			30	02/10	02/10					1	\$1,800.00			1	
				PROGRAM : NEWS															
				RA35+ : 2.4															
25		SAT		1100P-1135P			30	02/11	02/11					1	\$1,800.00			1	
				PROGRAM : NEWS															
				RA35+ : 2.4															
26		SUN		1100P-1135P			30	02/12	02/12					1	\$1,800.00			1	
				PROGRAM : NEWS															
				RA35+ : 2.4															
27		MON		1100P-1135P			30	02/13	02/13					1	\$1,800.00			1	
				PROGRAM : NEWS															
				RA35+ : 2.4															
28		TUE		1100P-1135P			30	02/14	02/14					1	\$1,800.00			1	
				PROGRAM : NEWS															
				RA35+ : 2.4															
29		WED		1100P-1135P			30	02/15	02/15					1	\$1,800.00			1	
				PROGRAM : NEWS															
				RA35+ : 2.4															
30		SAT		630P-700P			30	02/11	02/11					1	\$800.00	P3		1	
				PROGRAM : NEWS															
				RA35+ : 1.9															
FEB/12 40675.00													CONTRACT TOTAL		40675.00				
													TOTAL SPOTS		30				

REP: TEL# 323 634-8029 FAX# 323/935-9495  
CREDIT ADVISORY: AGENCY CREDIT RISK : ! !  
ORDER WORKSHEET HARRIS RPT. FROM REP FEB 8/12 12.38  
REP HEADLINE# 6001899 \*\*\*\* WUSA-TV \*\*\*

BS	REP	BEGIN	END	PLAN	RATE	STS
LN#	CD	TIME	CLS	SEC	SPOT	CD
LN#	CD	DAYS	LNTH	DATE	14/	SC#
				13/	16/	/LIN
					18/	

MARKET TOTALS \$162,700 WUSA 25% WTTG 10% WJLA 25% WRC 35% WDCA 0% WDCW 0% CABL 5%

SVC- NSI  
DEMOS- RA35+\*

## **AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS**

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Del Cielo Media  
do hereby request station time concerning the following issue:

US Chamber of Commerce
------------------------

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

<b>Total Charges:</b>
-----------------------

This broadcast time will be used by: US Chamber of Commerce

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

US Chamber of Commerce

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

12/8/11

Date

  
Signature

050.496.7240

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title